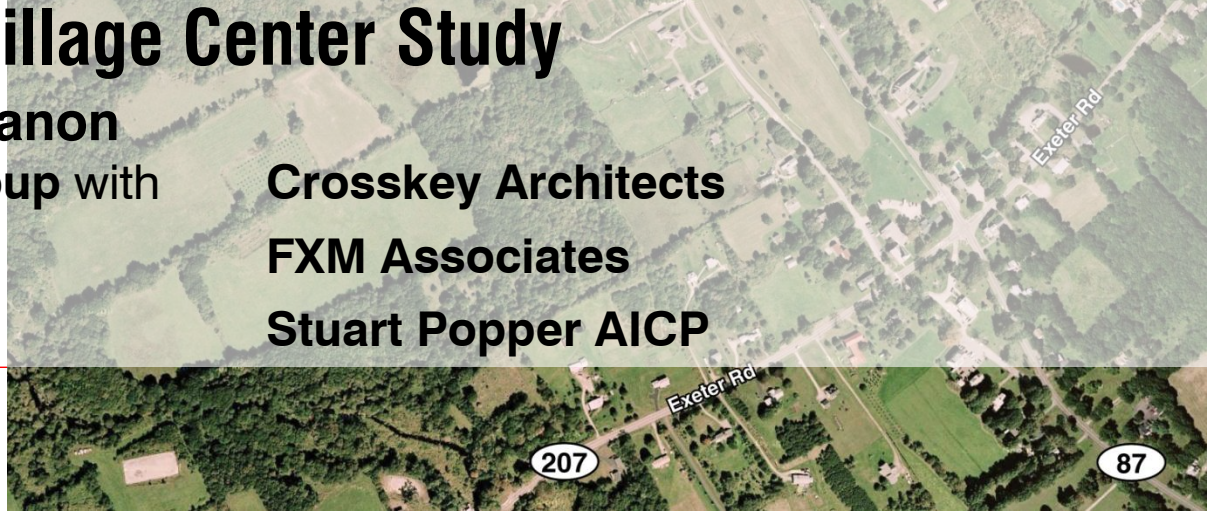




Lebanon Village Center Study

Town of Lebanon
The Cecil Group with

Crosskey Architects
FXM Associates
Stuart Popper AICP

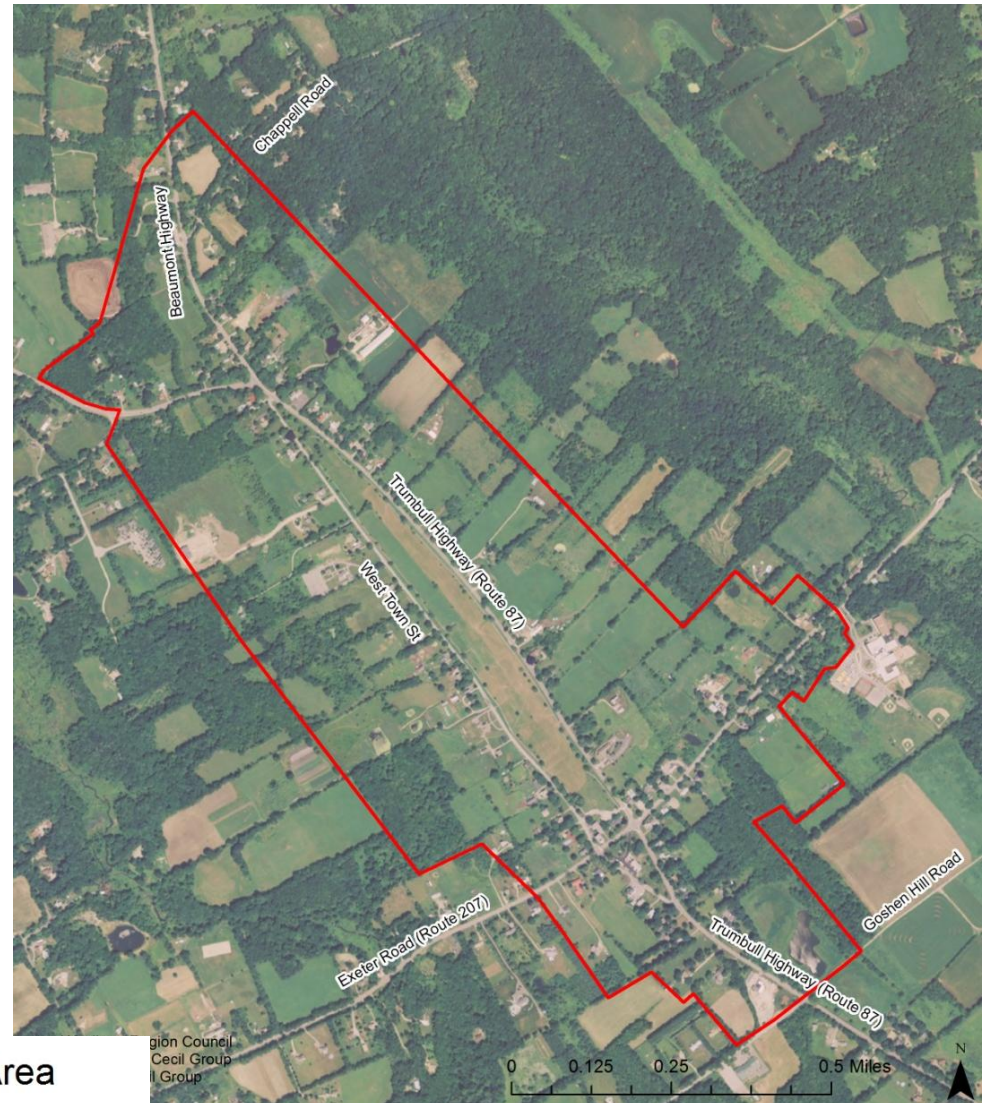




Agenda

- Present Community-Based Vision for Planning Area
- Discuss Implementation Tools
- Present Draft Village District Zoning and Design Guidelines
- Discuss Retail Opportunity/Gap Analysis
- Present Redevelopment Scenarios for DPW and Old Garage Sites
- Next Steps and Discussion

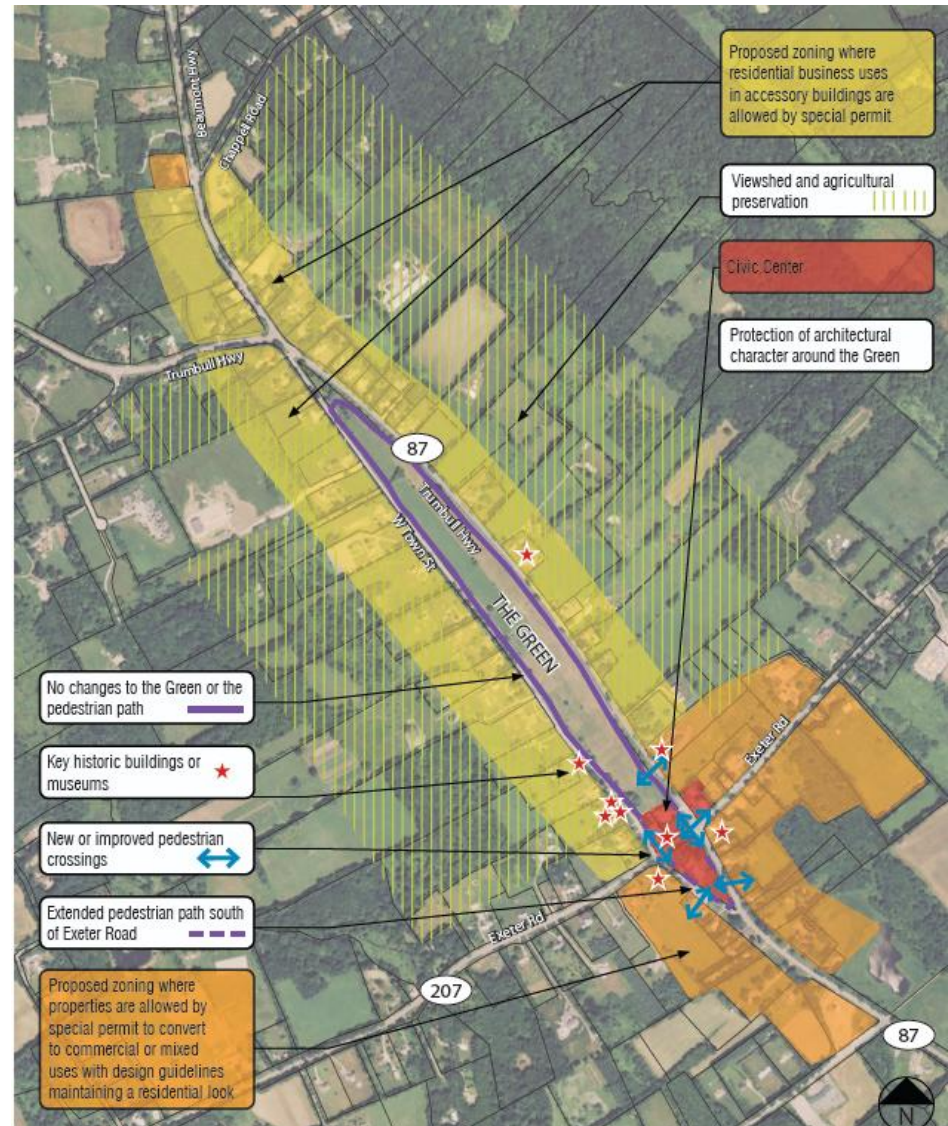
Planning Area Map



 Planning Area

Lebanon Village Center Study

Community-Based Vision



Community-Based Vision

■ Vision

- Agricultural and viewshed preservation
- Integration of residential and compatible commercial uses
- Protection of architectural character around the Green
- Redevelopment of key underutilized properties
- Improvements to the pedestrian environment
- No changes to the Green





Implementation Tools

- **Agricultural Preservation Easements and Land Purchases**
 - Continue Town's Farmland Preservation Program, targeting properties around the Green where appropriate
- **Nonprofit Stewardship to Preserve Agricultural Land**
 - Work with land trusts and nonprofit organizations to preserve agricultural land and open space
 - Joshua's Trust (land trust) in Mansfield accepts conservation easements and land and also purchases land to preserve (>4,000 acres preserved)
 - The Trust for Public Land buys land from property owners and transfers it to public agencies and other groups



Implementation Tools

- **Purchase of Deed Restrictions or Easements**
 - Consider using conservation restrictions (CR) to preserve viewsheds
 - Not prohibited by Connecticut Law
 - Could follow the lead of communities in Massachusetts that use CRs to preserve viewsheds

- **Demolition Delay Ordinance**
 - Consider adopting a demolition delay ordinance to help preserve historic buildings
 - Roughly 50 Connecticut communities have demolition delay ordinances
 - Typically, ordinances apply to buildings that meet criteria (>50 years old, >500 SF) and include a 90-day delay

Implementation Tools

■ Tax Incentives for Businesses

- Consider adopting a tax incentive (abatement or deferral) to encourage the creation or expansion of businesses
- Middletown, CT offers such a tax abatement – the length of the abatement depends on the value of improvements

■ Cooperative Business (Co-op)

- Encourage the creation of a co-op to help meet the community's needs
- Co-op could sell local products and other items
- Willimantic Food Co-op sells a variety of products such as local produce, dairy products and paper goods



Implementation Tools

■ Sale or Lease of Public Land

- Consider selling or leasing DPW site for redevelopment
- Would provide the Town with control through an RFP process

■ Public Infrastructure Improvements

- Make public infrastructure improvements around the Green
- Install crosswalks and wayfinding signs at key locations
- Extend the Green path



Implementation Tools

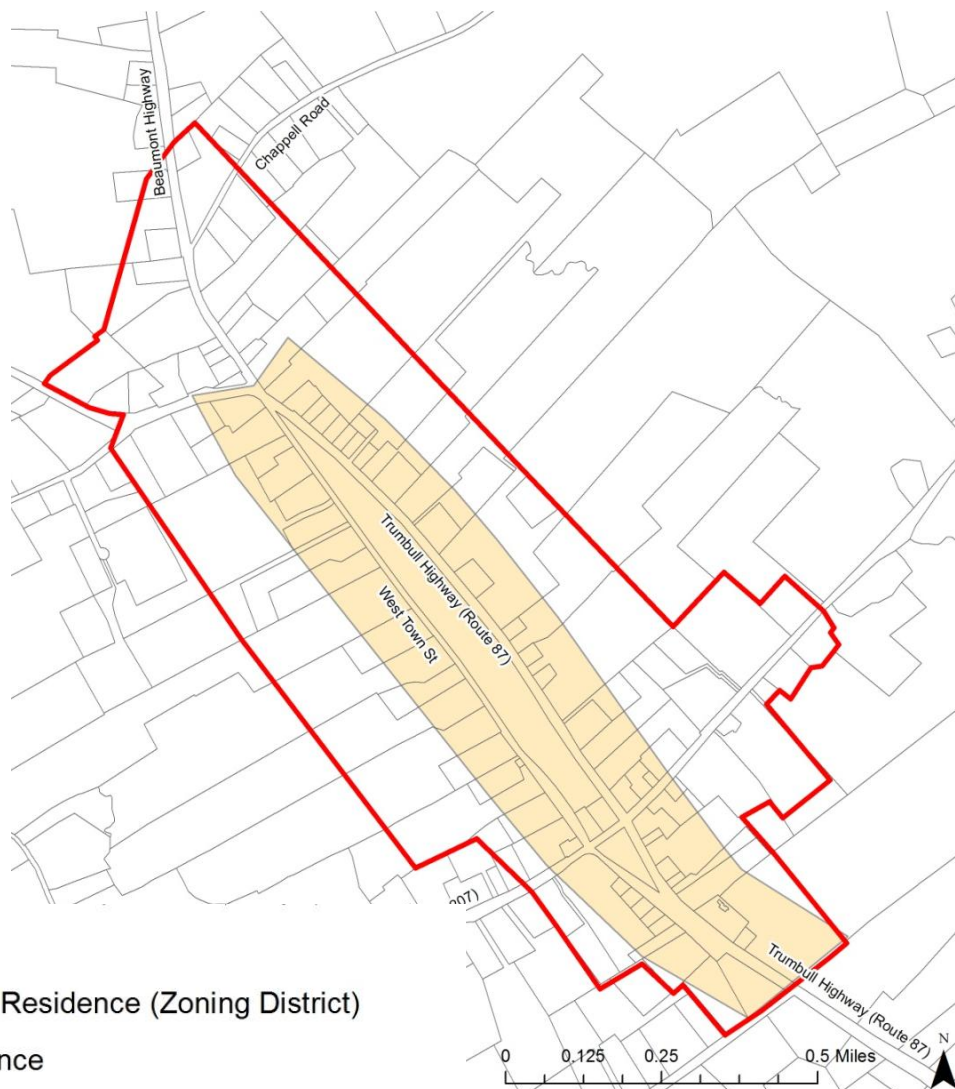
■ Village District Zoning

- Change zoning to encourage the integration of residential and compatible commercial uses around the Green – as recommended by the POCD
- Incorporate design guidelines to protect the architectural character around the Green



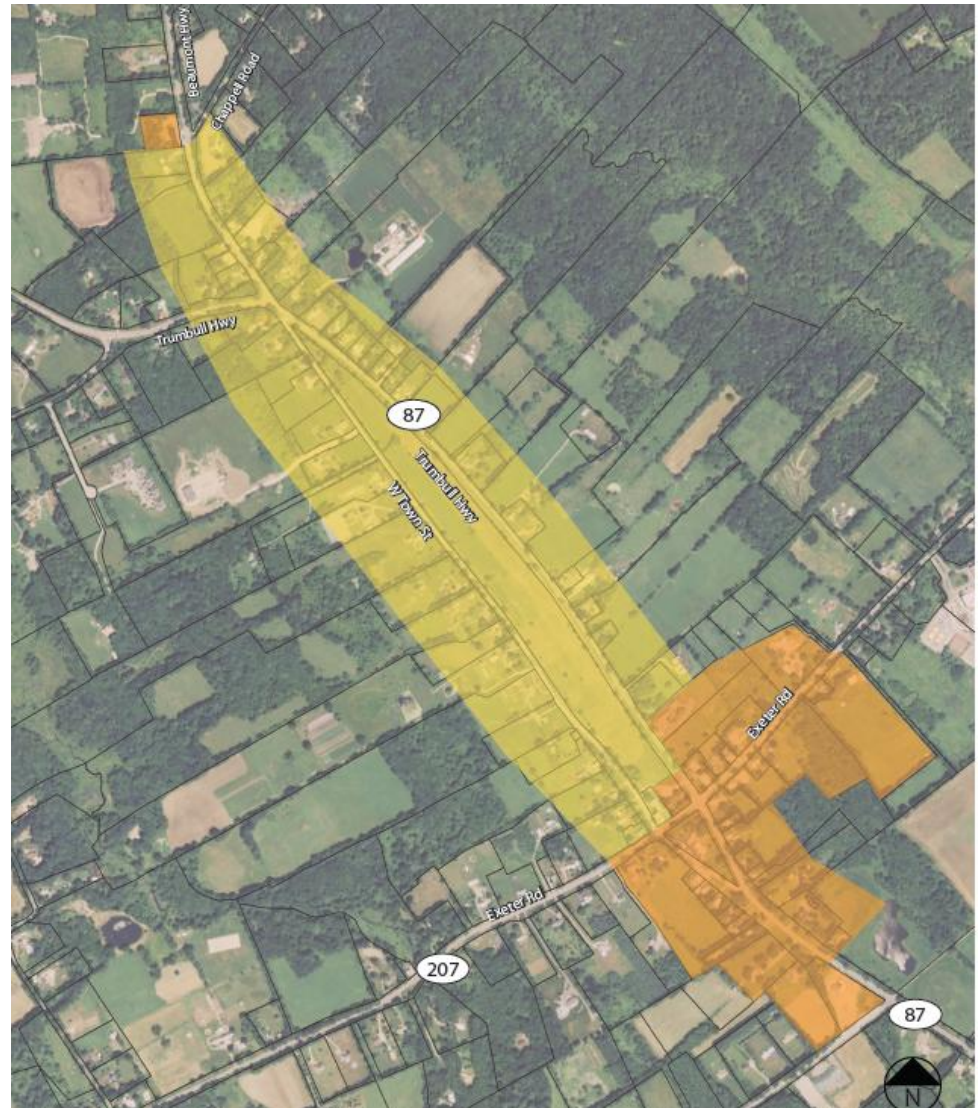
Zoning Today

- Village Rural Agricultural Residence (VRA) zone
- Rural Agricultural (RA) zone



Proposed Village District Zoning

- Two Proposed Village District Zones
- Town Green Village District (yellow)
- Town Center Village District (orange)





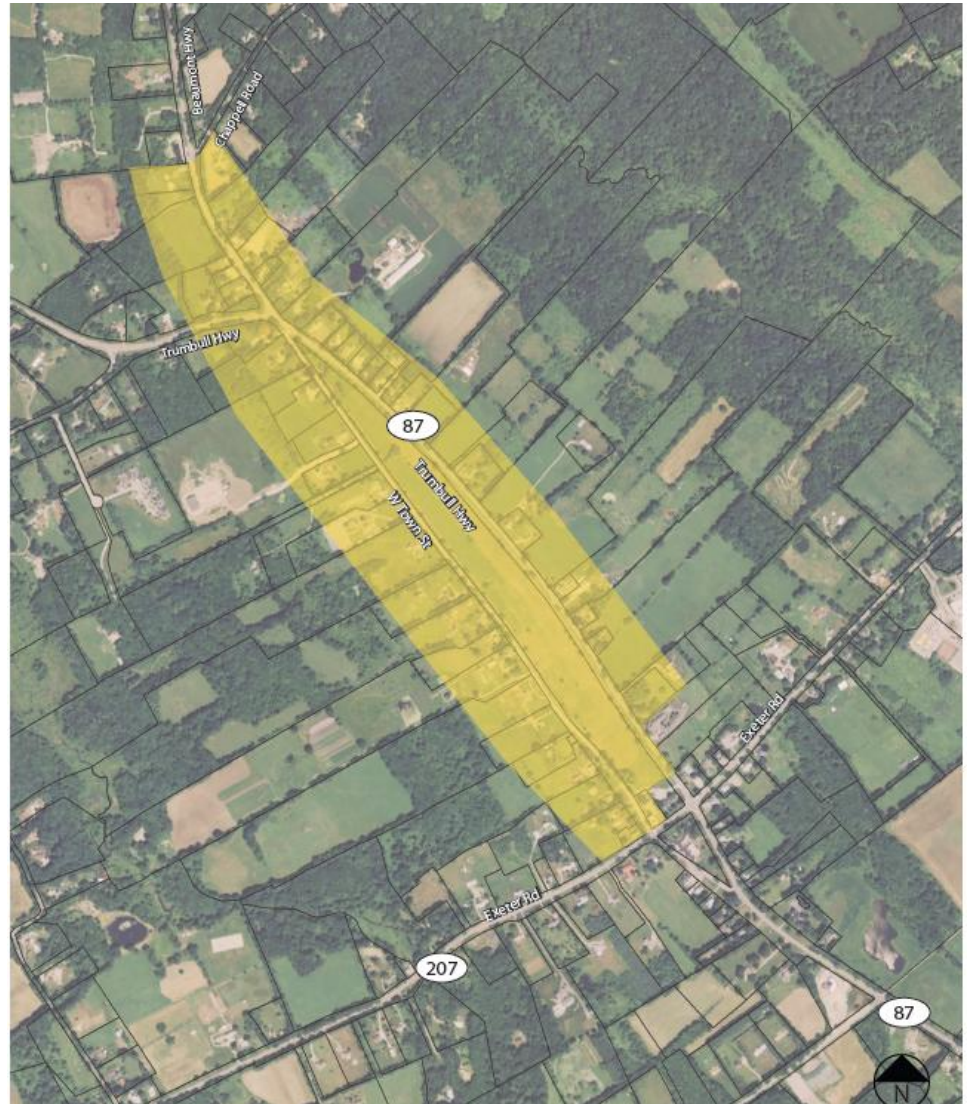
Proposed Village District Zoning

- **Town Green Village District (yellow)**
 - Area is largely residential and agricultural
 - Proposed zoning would allow compatible residential business uses north of Exeter Road

- **Town Center Village District (orange)**
 - Area includes more commercial uses with residential uses
 - Proposed zoning would allow conversion to or new construction of commercial, mixed-use or residential uses

Town Green Village District

- 2 proposed Village District zones
- Town Green Village District (yellow)





Town Green Village District

■ Permitted Uses

- Same as existing VRA zone
 - Single-family home, agricultural for commercial purposes, watershed and wells, home occupation, temporary fairs and festivals, preparation of any farm product as an accessory use, accessory buildings and uses

■ Special Permit Uses

- Includes special permit uses in existing VRA zone
 - Churches, synagogues, museums, libraries, government buildings and parks, schools, religious institutions, water supply and reservoirs, home occupation, utility substations, bed and breakfast
- *Adds* residential business uses in accessory buildings



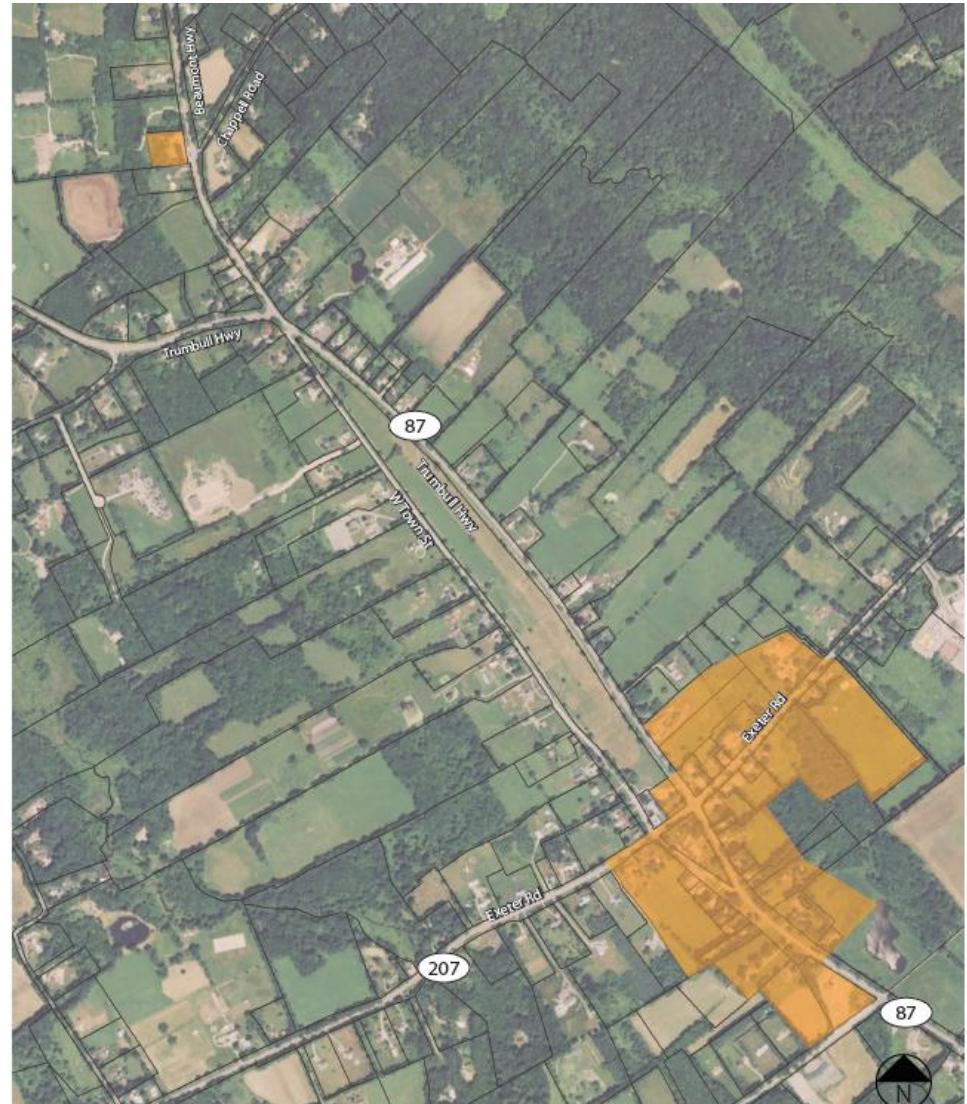
Town Green Village District

■ Residential Business Uses

- Could include offices, retail stores, personal service shops, coffee shops, dairy bars and farm stores
- Only allowed by special permit on properties with a residential structure
- Minimum lot size of 2 acres plus 1 additional acre for each 1,000 sq. ft. of accessory building
- Minimum frontage of 250 feet (same as in RA zone)

Town Center Village District

- 2 proposed Village District zones
- Town Center Village District (orange)



Town Center Village District

■ Target Areas

- Southern area of the Green
- Gateway property (old garage) on Beaumont Highway

■ Includes Properties with Non-residential Uses

- DPW site
- Green Store
- VFW
- Bank
- Other properties on Exeter Road





Town Center Village District

■ Permitted Uses

- Similar to existing VRA zone

■ Special Permit Uses

- Would include many special permit uses in existing VRA *and* RA zone
- Examples:
 - Museums, libraries, government buildings and parks, schools, religious institutions, home occupation and bed and breakfast, banks, personal service shops, retail and offices
 - Mixed-use development



Design Guidelines

■ Applicability

- All new structures or buildings that require a building permit
- All additions or exterior restoration projects that will change the appearance of a structure, require a building permit, and are visible from public vantage points

■ Design Review Committee and Review Process

■ Design Principles

- Valued Historic Character
- The Balance of a Rural Center Village
- Value of the Varied Landscape
- Diversity of Building Types and Styles
- Non-automobile Environment



Design Guidelines

■ Design Guidelines

- Site Layout and Organization
- Architecture and Building Design
- Site and Landscape Design
- Signage Design

■ Examples

- Retain and renovate existing historic structures
- Respect the historic origins of existing historic buildings
- Choose an architectural style and approach sympathetic to a building's surroundings
- Create landscaped space between the street and the buildings
- Locate significant accessory buildings to the side or rear of the main structure or building on the site
- Limit the size and number of signs

Design Guidelines – Architecture



Lebanon Village Center Study

Design Guidelines – Site and Landscape



Lebanon Village Center Study



Retail Opportunity/Gap Analysis

- Retail Opportunity/Gap Analysis is a snapshot of current (2010) consumer expenditures and actual store sales within a defined geographic area
- Retailers typically use 5- 10- and 15-minute drive times to define their market areas
 - Convenience retailers look to 5-minute drive time
 - Community Center and Regional Mall retailers look to 10 and 15 minute drive times
- Where consumer expenditures within those drive times **exceed** store sales potential opportunities exist to expand existing stores/store sales or attract new retailers



Interpretation of Tables

- **Table 1** shows total consumer expenditures and retail store sales within 5-10-15-minute drive times
- **Table 2** shows by selected store/restaurant type where a sufficient opportunity/gap exists to support at least one (1) new store/restaurant within the 15-minute drive time market area
 - best prospects shown in **bold**
- **Table 3** shows both “theoretical” supportable square footage and number of stores by selected store type and a more practical “potential capture” for Lebanon Town Center
 - supportable SF and number of stores based on median sales per SF and median store size for each retail type




Table 1: Total Consumer Expenditures, Retail Store Sales and Retail Opportunity/Gap

5-10-15 minute Drive Times of Lebanon Town Center

	Consumer Expenditures	Actual Store Sales	Opportunity/Gap (Surplus)
	Dollars (\$)	Dollars (\$)	Dollars (\$)
5-minute drive time	18,205,444	2,047,100	16,158,344
10-minute drive time	108,395,045	49,154,071	59,240,974
15-minute drive time	667,037,376	650,992,484	16,044,892

Table 2: Selected Opportunities for Town Center

Retail gap exists at 5-10-and 15-minute drive times

	5-Minute Retail Gap	10-Minute Retail Gap	15-minute Retail Gap
	Dollars (\$)	Dollars (\$)	Dollars (\$)
Radio, Television, Electronics Stores-443112	219,912	1,302,198	7,621,540
Men's Clothing Stores-44811	40,623	239,052	1,465,775
Women's Clothing Stores-44812	159,999	949,412	5,986,037
Jewelry Stores-44831	122,341	706,093	3,139,802
Sporting Goods Stores-45111	136,987	763,388	3,569,503
Hobby, Toys and Games Stores-45112	80,382	476,360	2,317,284
Office Supplies and Stationery Stores-45321	108,741	647,597	2,809,320
Other Miscellaneous Store Retailers-4539	197,384	1,050,392	6,443,547
Full-Service Restaurants-7221	542,987	3,111,331	14,609,954
Source: Claritas <i>SiteReports</i> , 2010, and FXM Associates			

Table 3: Supportable Square Footage and Potential Number of Stores by Store Type

	Supportable Square Feet	Number of Stores	Potential Capture SF	Potential Stores
Radio, Television, Electronics Stores-443112	33,874	6	5,500	1
Men's Clothing Stores-44811	6,980	2	3,100	1
Women's Clothing Stores-44812	33,256	8	8,200	2
Jewelry Stores-44831	6,977	5	1,500	1
Sporting Goods Stores-45111	18,787	2	8,500	1
Hobby, Toys and Games Stores-45112	13,242	4	3,400	1
Office Supplies and Stationery Stores-45321	11,467	1	10,500	1
Other Miscellaneous Store Retailers-4539	26,300	11	4,600	2
Full-Service Restaurants-7221	48,700	10	15,300	3
TOTALS	199,582	49	60,600	13

Source: Claritas *SiteReports*, 2010; Urban Land Institute, *Dollars&Cents of Shopping Centers*; and FXM Associates

An aerial photograph of a rural landscape, showing a winding road, green fields, and scattered trees. A red vertical line is visible on the left side of the image, and a red horizontal line is visible at the bottom.

Additional Observations

- The retail gap analysis can be a useful tool in recruiting small retailers – chain stores do these internally
- The most effective strategy for recruitment is to find a successful retailer/restaurant in the larger region that fits the “image” you are trying to obtain and pitch them on the advantages of your location
- The greatest potential revealed is for a full service restaurant – white tablecloth or family type
- Some concern has been expressed about the possibility of a chain pharmacy – while a sales gap exists within the 10-minute drive time market area it is insufficient to support a typically-sized store. At 15 minutes the market is saturated, and therefore Lebanon would be less attractive.

Redevelopment Scenarios

- Key underutilized properties
 - DPW site and Old garage
 - Gateway properties



Redevelopment Scenarios

- DPW Site (937 Trumbull Highway)
 - 3.4 acres
 - Owned by the Town of Lebanon



Redevelopment Scenarios

■ DPW Site Scenario

- 4 buildings with a total of 30,000 SF
- 71 parking spaces
- Commercial or mixed uses



Redevelopment Scenarios

- Old Garage Site (869 Beaumont Highway)
 - 1.6 acres
 - Privately owned



Redevelopment Scenarios

■ Old Garage Site Scenario

- 3 buildings with a total of 15,660 SF
- 45 parking spaces
- Commercial, residential or mixed uses





Next Steps

- Refine Implementation Strategies
- Revise Draft Village Center Zoning and Design Guidelines Based on Community Input
- Complete Report

Discussion



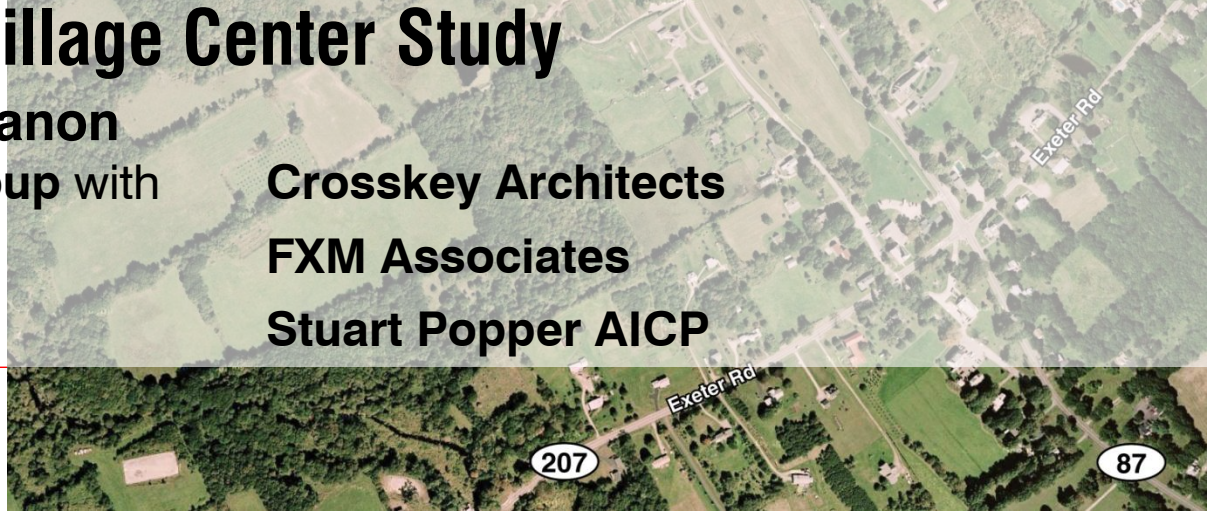
Lebanon Village Center Study



Lebanon Village Center Study

Town of Lebanon
The Cecil Group with

Crosskey Architects
FXM Associates
Stuart Popper AICP



Town Green Village District

- Roughly 15 properties with 2 acres and 250 ft frontage
- Fewer properties will qualify due to additional acreage required for accessory building
- McCaw Trust land also preserved

